

BRISTOL-MYERS COMPANY

345 PARK AVENUE

NEW YORK, N.Y. 10154

212 644-2777

OFFICE OF THE CHAIRMAN

April 8, 1981

Dear Fellow Bristol-Myers Employee:

On behalf of our company's Crucial Issues Program, I urge you to join me in supporting President Reagan's economic proposals now before the Congress, and to let your Senator or Representative know that you are backing the President on this issue.

The problems of continuing high-inflation and a sluggish economy grow more serious every day. Unemployment keeps rising. Productivity keeps falling. High taxes and interest rates threaten the existence of many small businesses and destroy the dreams of young people to own homes of their own.

President Reagan was elected to do something about these problems and get our economy moving again in the right direction. He has presented a positive and practical four-part program: tax cuts, spending cuts, less government regulation, stable monetary policy. No one else, in or out of Congress, has offered any significant alternative to it.

But that does not mean that the President's program will be approved. An article in the New York Times (March 20) reported that 157 national organizations have joined in opposition to it. These special interests, whose goals are often worthy but whose outlook is almost always narrow and self-serving, clearly intend to use political bargaining and political pressure on members of Congress to block, alter, water down or delay the President's program -- piece by piece, until little is left of it.

But as President Reagan himself has said, "If only part of the program is passed by Congress, we will only cure some of our problems, and that is no help at all."

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There are details of the program that you and I may question. But it is a start and surely it should be tried. Otherwise, our country will continue to drift and our economic difficulties will get worse, perhaps much worse.

Since those who oppose the President are already active, isn't it time for those who support him to make their voices heard, too?

Enclosed is a copy of a letter I have sent to the member of the House of Representatives and the two United States Senators who represent the Galb family. I urge you to write a similar letter to the members of Congress who represent you and your family. Congressmen pay close attention to their mail. What you write will be read and remembered.

The President's program needs our active support. This is the best way for us to give it. Won't you set aside a few minutes and get your letters in the mail today?

Sincerely,



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P. S. You are not being asked to write because your letters might in some way be of help to Bristol-Myers. Our company neither seeks nor anticipates any unique benefits from enactment of the President's program -- simply a strengthening of the economy which will be of benefit to all Americans.

Attachment

The Honorable  
United States Senate  
Senate Office Building  
Washington, D. C. 20510

Dear Senator :

As two of your constituents, my wife and I strongly urge that you actively support and vote for President Reagan's economic program as originally submitted to the Congress.

The country needs this action. On balance the program is a good one. It can be corrected and improved as it goes along. The important thing is to get started now.

Yours sincerely,

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April 8, 1981  
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## PRU SUPPORTS REAGAN'S ECONOMIC RECOVERY PROGRAM

On behalf of Prudential, Chairman and Chief Executive Officer [ ] has written to a number of leading Senators and Congressmen urging them to support President Reagan's budget cut proposals. [ ] is convinced that the growth of government spending has a negative impact on both individuals and business and that it must be brought under control or everyone stands to lose.

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The Chairman is urging all Prudential employees to become involved with the budget cutting effort by contacting their Senators and Congressmen expressing strong support for the Reagan Administration's program.

In his letter, [ ] told legislators that there are no easy choices in spending cuts. "Government spending continues to consume an ever-increasing share of our national resources which, in turn, has required a tax burden that is itself a drag on the economy," he said.

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[ ] encouraged the leaders to act now "to not only halt the seemingly inexorable growth of government spending but to reduce it, thereby changing the direction of our economy."

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RHO Presidents have also written to Senators and Congressmen in their areas expressing full support for the Administration's spending cuts.

Emphasizing his hope that all Prudential employees will contact their Senators and Congressmen, [ ] said, "I firmly believe that our efforts will result in a significant reduction in government spending and be a major step toward restoring the economic health of our country."

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Followed are the proper forms of address for Senators and Congressmen:

The Honorable (full name)  
United States Senate  
Washington, D.C. 20510

The Honorable (full name)  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Senator (last name):

Dear Congressman (last name):

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